

BIDS Website Enhancement Project



Project Title	BIDS Website Enhancement Project
Project Summary	You will work with officers from the Bureau of Economic and Business Affairs to help improve the Business Information System (BIDS.state.gov) by optimizing existing data and using Google Analytics to make recommendations to improve the platform and market it to U.S. businesses.
Country	United States

Project Description

The virtual intern will assess and update existing BIDS data for completeness, accuracy, and relevance to improve the quality of the leads. The virtual intern will utilize Google Analytics tools to provide analysis and recommendations to the BIDS team, including how to market the website to U.S. businesses.

Background: BIDS provides U.S. businesses with real-time, on-the-ground leads on international commercial and investment opportunities and the ability to connect directly to U.S. government officials in the field. Although the BIDS website is presently operational, after the BIDS team completes enhancements to the BIDS website, we will plan to formally re-launch BIDS.

Required Skills or Interests

Skill(s)

Data analysis

Marketing

Website design

Writing

Additional Information

None

Language Requirements

None